

## **McDowell Village Retail Development Review Narrative**

The McDowell Village Retail is the third building to be presented for development review. In February of 2004, the Development Review Board approved Case's 98-DR-2003 #1 and #2 which consisted of senior apartment and municipal senior center elevations, color boards, master site plan, a master landscape plan which incorporated the McDowell Streetscape Improvement Plan and master parking plan based on a shared parking agreement and parking analysis. We are presenting three components for the City's review; Elevations (including alternate tenant uses), landscape plan (including alternate tenant uses) and color board.

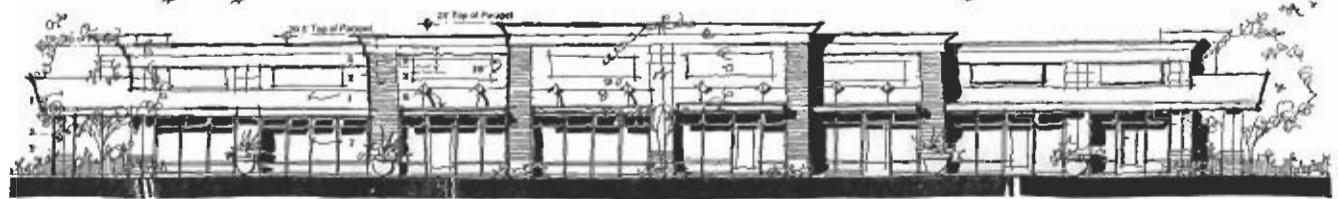
**ELEVATIONS** for the retail building have been designed to integrate into the McDowell Village master design. The building provides integrated scaling to the surrounding structures and neighborhood. The building's design utilizes a variety of components which are found in both the senior apartments and the City's Senior Center. These influences include varying rooflines, store front windows, integration of the master brick and gable patio roofs with light weight roof tile. The front elevation has been designed using brick columns and steps creating light, shadow for depth and visual relief. Wrought Iron shade elements provide shelter from the sun and shadowing while defining business entrances. The rear of the building due to its unique nature was planned to shield back room operations using a unique screen wall and enhanced landscaping. In addition, the screen wall provides a pedestrian scale which is further enhanced by the decorative brick applied at the base of the building wall.

It is anticipated that one or both of the center's end caps will attract restaurant uses. We have brought forward alternative plans for the West and East side of the building. The alternate plans allow the building to be constructed to meet the tenant needs. Under Alternate 1, restaurants will most likely prefer ample patio area for patrons to enjoy the outdoors. Patio seating including windows and doors has been oriented towards the sides and rear of the building to take advantage of the municipal recreation area adjacent to the senior center. The East elevation is designed to lend itself to a beverage control fence allowing beer and wine patio dining.

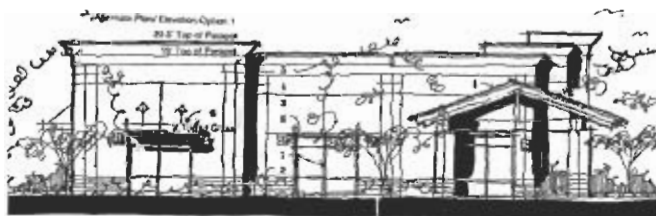
**COLORIZATION** has been applied in a similar fashion to the apartments and the senior center. The principle approach is using the darker colors along the base of the building to weight the structure. The lighter colors towards the top provide a transition which helps to visually reduce the scale of the building. The brick columns add vertical integration to the design inviting the eye to venture upward. The parapet wall which hides mechanical equipment has been treated with the lightest color to help serve as a "picture frame" for the building and preparing for the transition to sky.

**LANDSCAPE** for the retail center has been primarily defined by the master plan which included stipulations regarding mature trees and quantities. In addition, the approved McDowell Streetscape Improvements define those planting areas in the right-of-way. The site plan/landscape plan also incorporates approved landscape plans for those properties which are contiguous to the site on the West and North sides. Plant palette, concrete colors and scoring patterns have been reproduced to maintain continuity for the master plan. Tree placement along McDowell Road has been designed to screen, yet provide vital view corridors for businesses within the center.



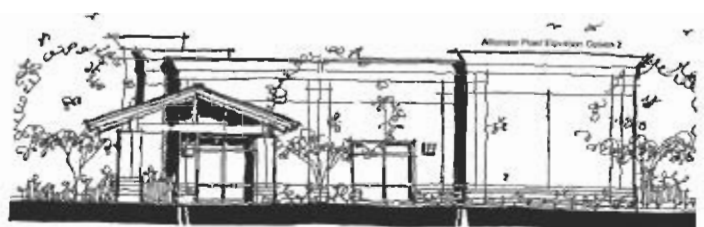


**SOUTH ELEVATION**



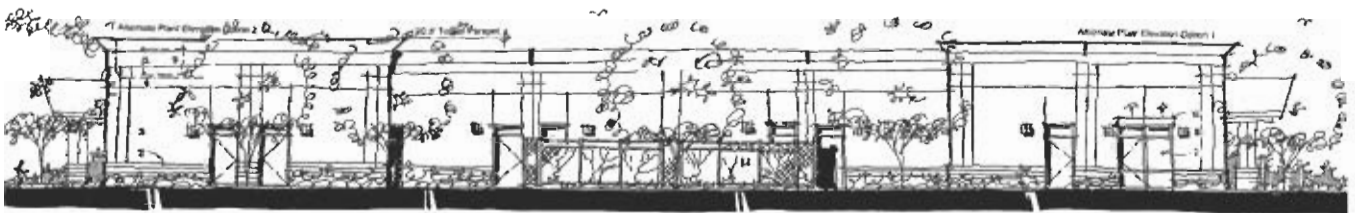
**WEST ELEVATION**

(ALTERNATE 1)

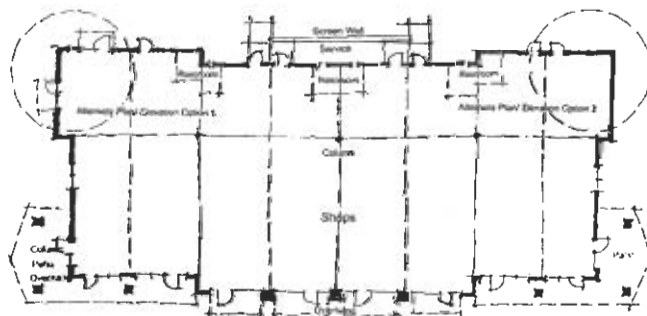


**EAST ELEVATION**

(ALTERNATE 2)



**NORTH ELEVATION**



**FLOOR PLAN**

**98-DR-2003#3**

9/21/04

**PROJECT DATA**

<b>Site Area</b>	<b>Acres</b>	<b>Square Feet</b>
Gross Site Area	1.14	41,700 sf
Net Site Area	1.04	41,340 sf
<b>Zoning</b>	<b>C-2000</b>	
<b>Building Area</b>	<b>Density/FAR</b>	<b>Total Area</b>
	1.24	41,340 sf
<b>Parking</b>	<b>Cars / SF</b>	<b>Total</b>
Required	1000	41,340
Provided	1000	41,340
<b>Building Height</b>	<b>Feet</b>	
Allowed	35 ft	
Provided	32 ft	

**MCDOWELL VILLAGE RETAIL NOTES / COLORS**

NO.	ITEM	NAME	NUMBER	COMPANY
1	LIGHTWEIGHT TILE ROOF	Monterey	602P0004	Kings Roofing
2	BRICK VENEER	Desert Stone	NA	Interstate Stone
3	STUCCO BASE COLOR	Earth	DE SP 202	Dawn Edwards
4	STUCCO ACCENT ONE	Wild Canyon	DE SP 2160	Dawn Edwards
5	STUCCO ACCENT TWO	Chaparral	DE SP 2000	Dawn Edwards
6	METAL CANOPY COLOR	Patina	3702115	Sherron Williams
7	ALUMINUM STORE FRONT	Clear	NA	NA
8	LIGHT FIXTURES			
9	MECH. UNIT (Screened)			
10	SCREENING (See Appendix)			
11	SCREEN WALL			

**DRB PRESENTATION**

McDowell Village Retail Shops

Retail Shops @ NWC McDowell & Granite Reef Roads  
Scottsdale, Arizona

FOR  
**Opus Southwest / RED Group, LLC**

DRB-01-002

GAB Architecture, LLC

20 / 1/04

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